



# **KENNESTONE LAND USE AND TRANSPORTATION STUDY**

# CONSULTANT TEAM



## Kennestone Land Use and Transportation Study

### ❖ **SIZEMORE GROUP**

- LEAD/PROJECT MANAGEMENT/PUBLIC PARTICIPATION/LAND USE/URBAN DESIGN/MASTER PLANNING/ RECOMMENDATIONS

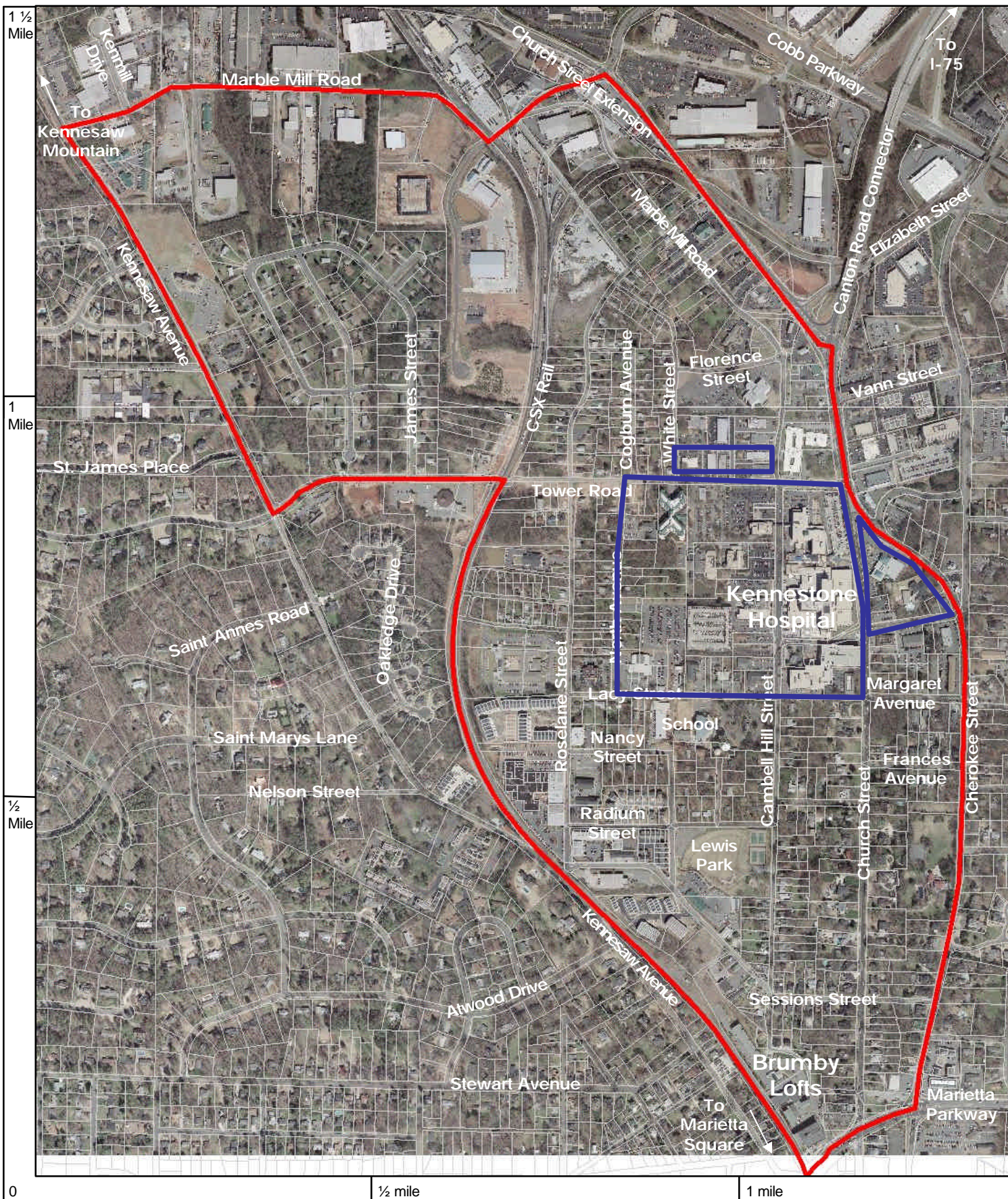
### ❖ **POND & COMPANY**

- TRANSPORTATION/RECOMMENDATIONS

### ❖ **HUNTLEY PARTNERS**

- MARKET ANALYSIS/RECOMMENDATIONS





# Kennestone

Land Use and  
Transportation Study

Study Area Map

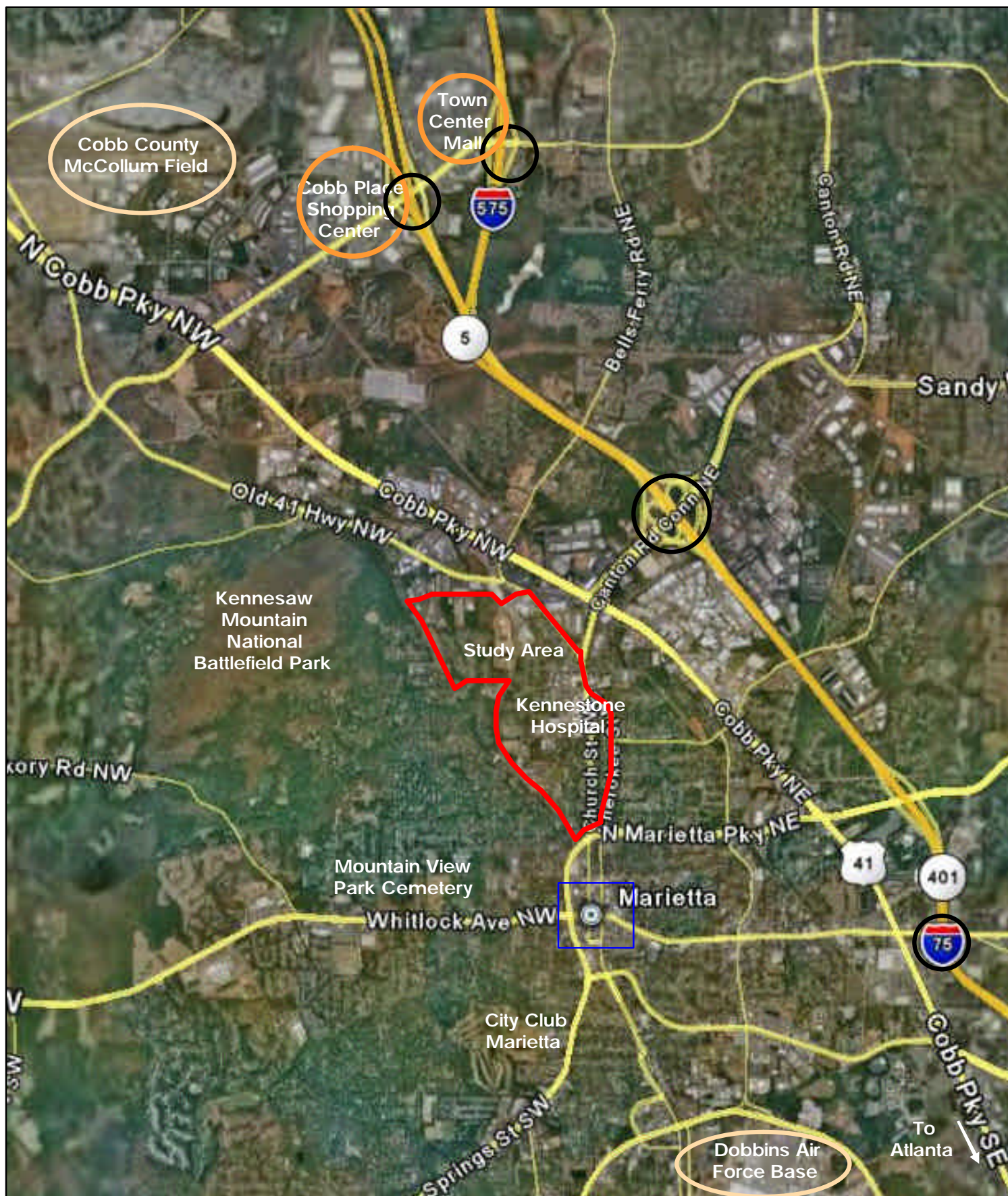


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Partners







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Context Map

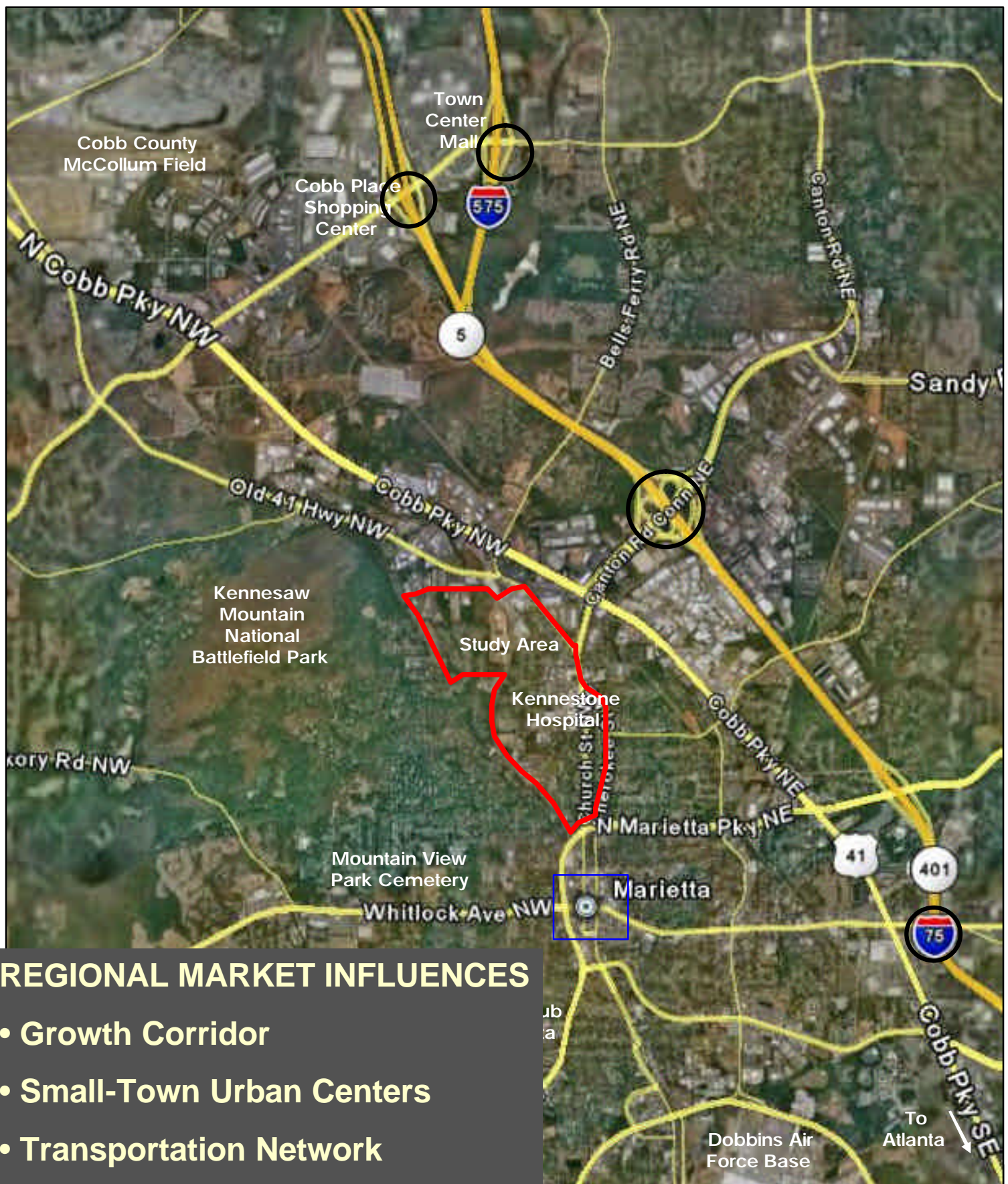


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Group

Huntley  
Partners







## REGIONAL MARKET INFLUENCES

- Growth Corridor
- Small-Town Urban Centers
- Transportation Network
- Land Value = Higher Densities
- Changing Demographics
- Kennestone Hospital

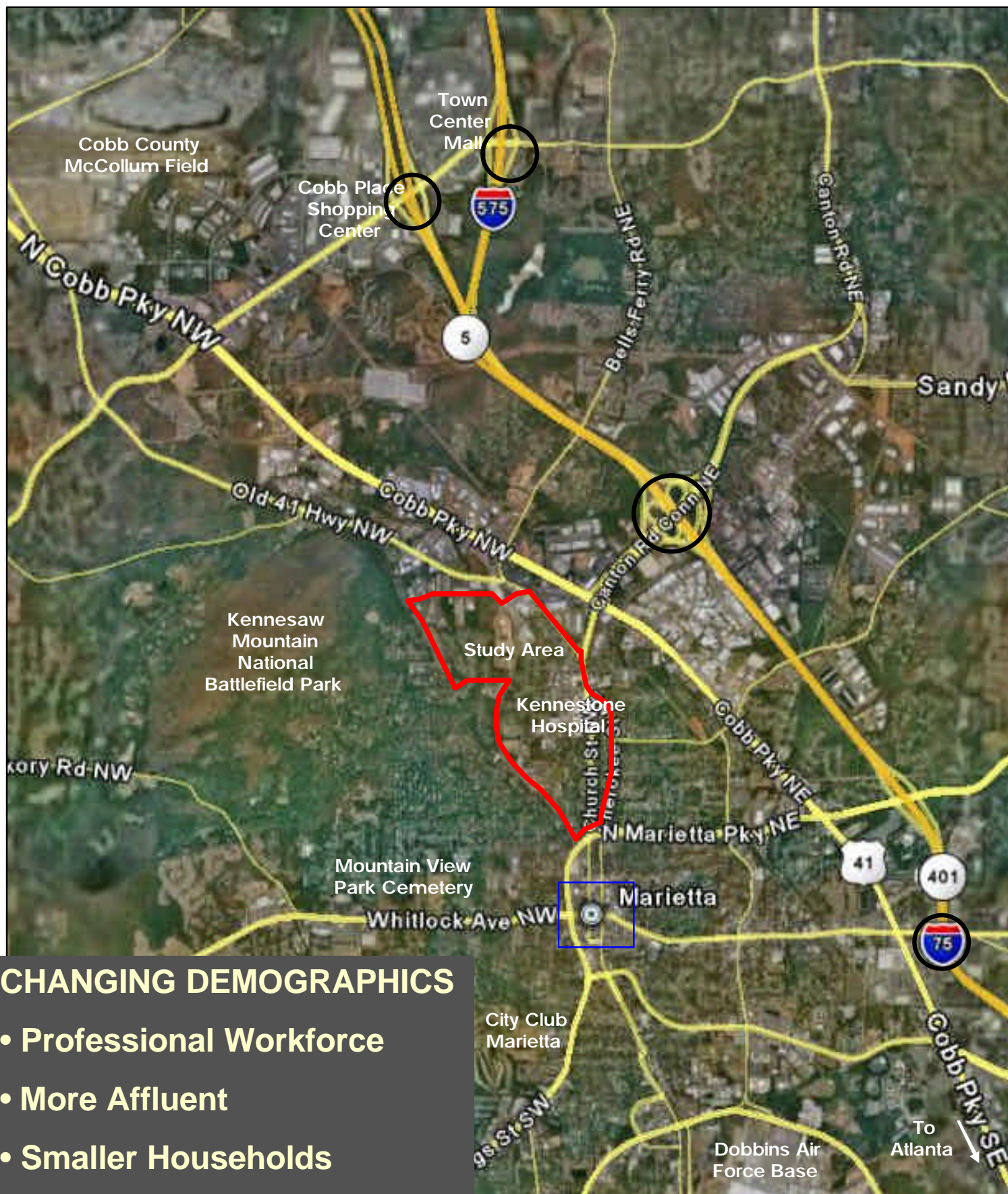


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## CHANGING DEMOGRAPHICS

- Professional Workforce
- More Affluent
- Smaller Households
- More Adult-only Households
- Younger
- Urban Lifestyle, Preferences

Map

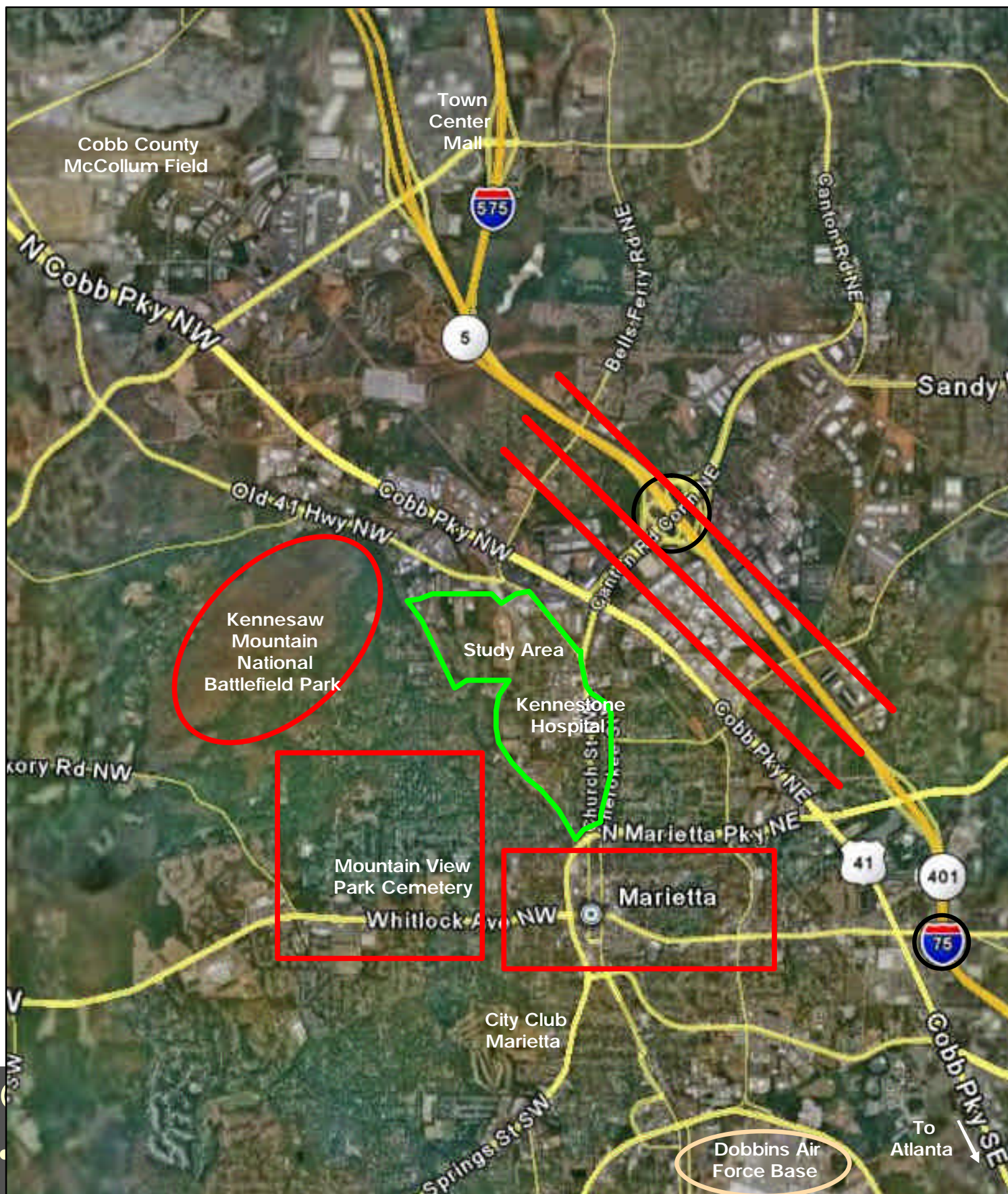


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- Established SFD Neighborhoods
- Marietta Town Center
- I-75 / 41 Corridor



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size more group



# MARKET-DRIVEN DEVELOPMENT



## Kennestone Land Use and Transportation Study

### RESIDENTIAL

- Renovation of existing housing
- New Town home & small-lot SFD
- Assisted living
- “Soft Lofts” & warehouse conversions
- Mixed-Use Developments (MXD) with office, retail

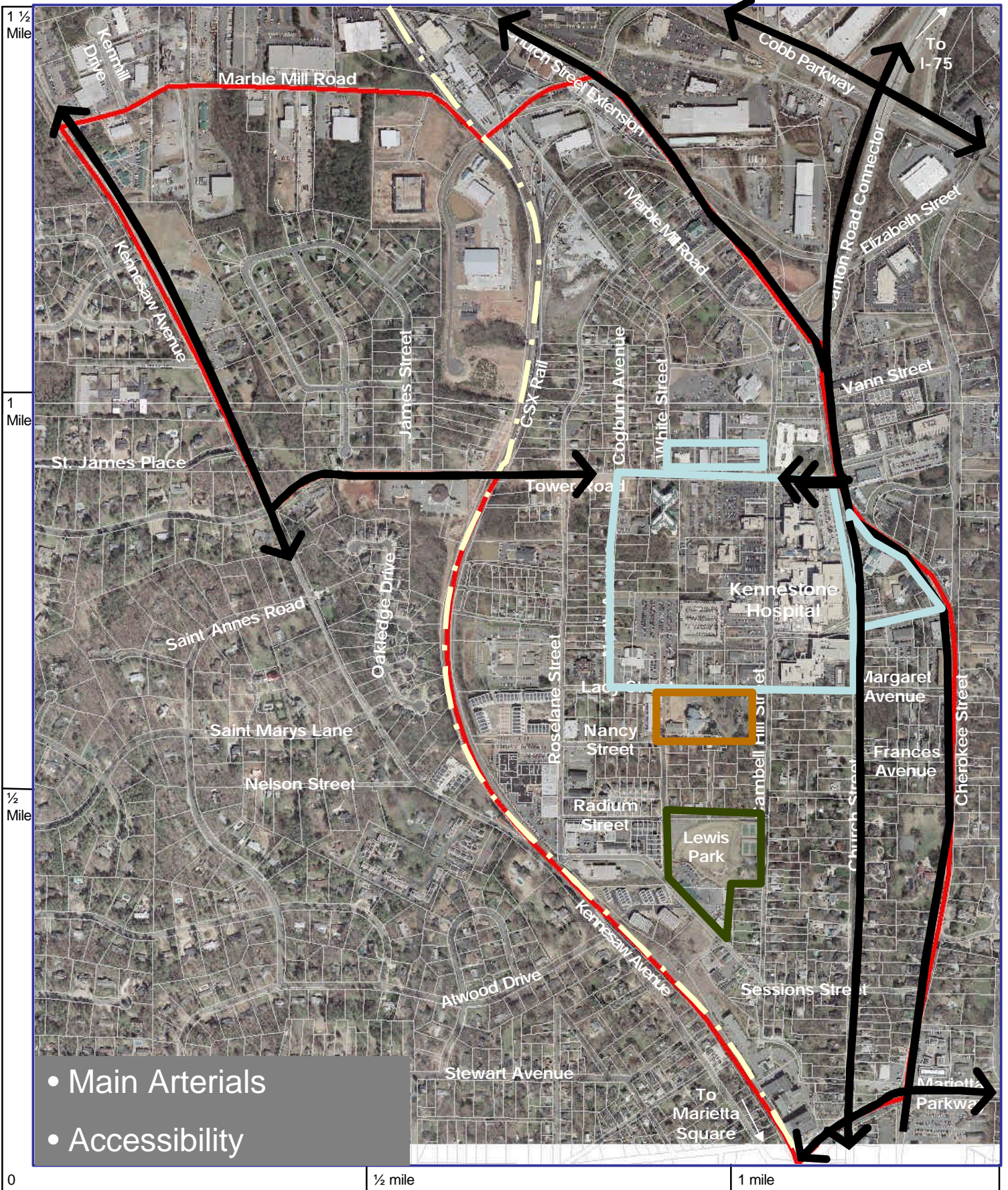
### OFFICE

- Hospital-related
- Free-standing and/or campus 3-4 story with surface parking
- MXD with retail & deck parking

### RETAIL

- Convenience retail & food
- Neighborhood retail & restaurants
- MXD with office, residential





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Accessibility



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Scale: 0 1000'

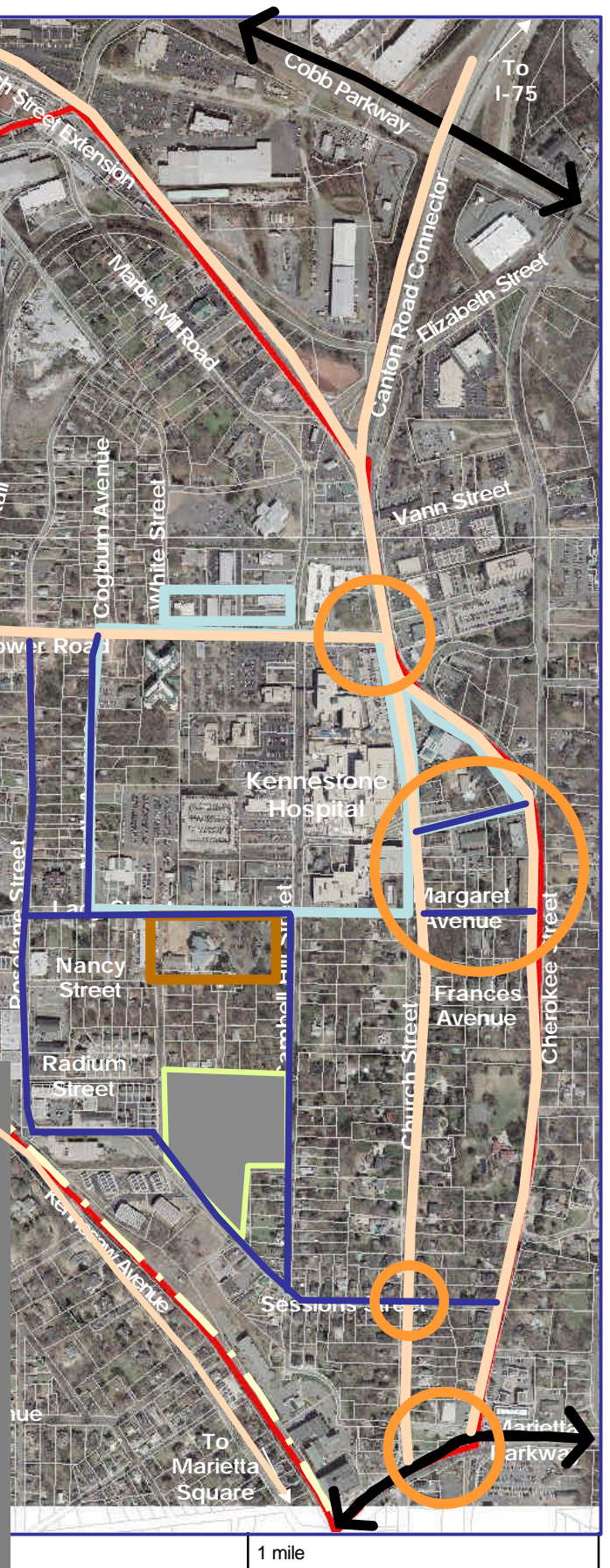


1 1/2  
Mile

1  
Mile

1/2

- Traffic Flow – Main Streets
- Traffic Speed – Church/Cherokee/Campbell/Tower
- Critical Intersections – Church/Tower, Church/Cherokee, Church/Margaret/Cherokee, Sessions/Church, Church/Cherokee/Marietta Pkwy and Church/Cherry
- Sidewalks
- Pedestrian movement – crosswalks, sidewalks
- Signage and way finding



1 mile

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Transportation  
Issues



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Scale: 0 1000'

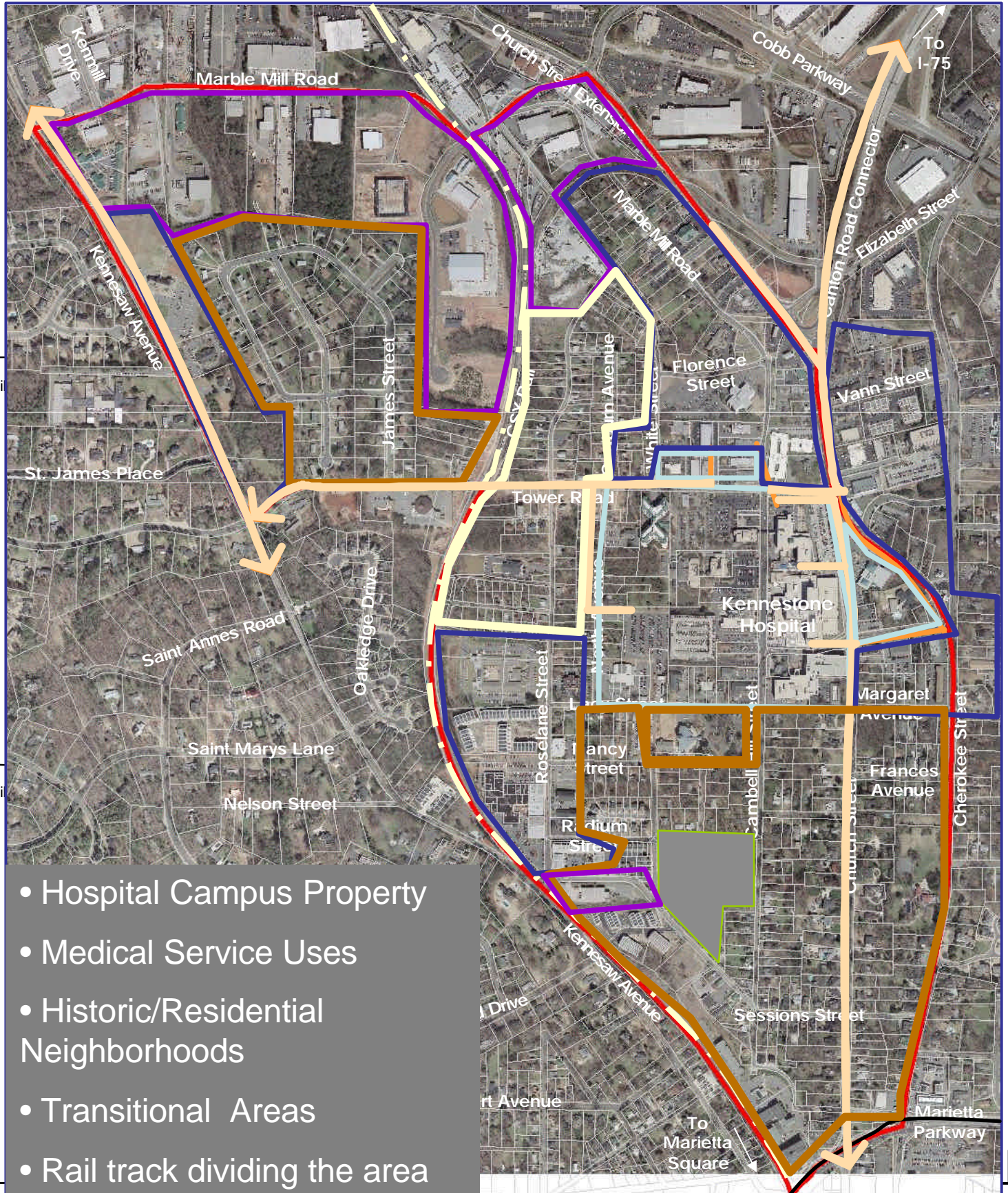


1 1/2  
Mile

1  
Mi

1/2  
Mi

0



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## Functional Areas Map

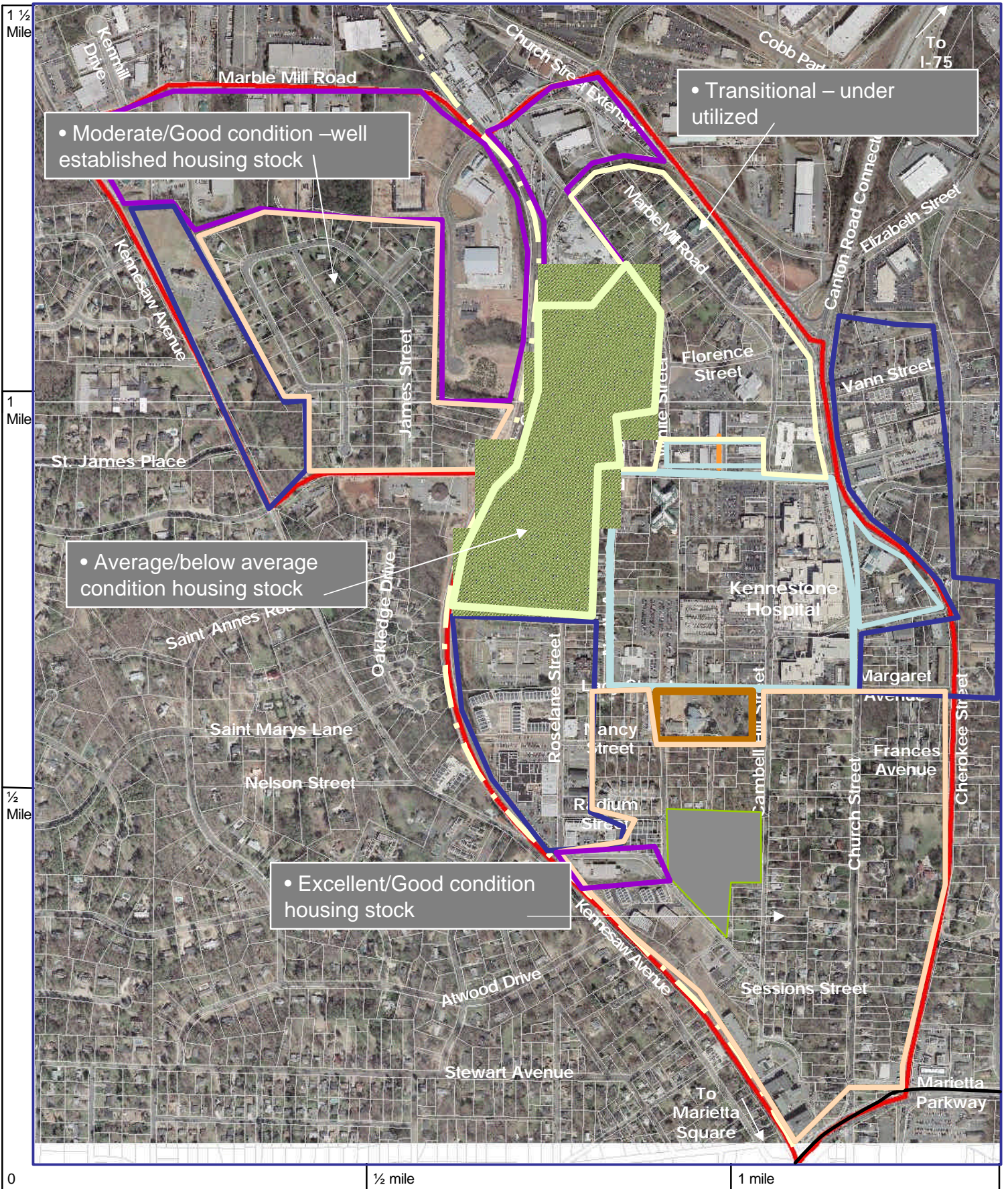


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## Building Condition



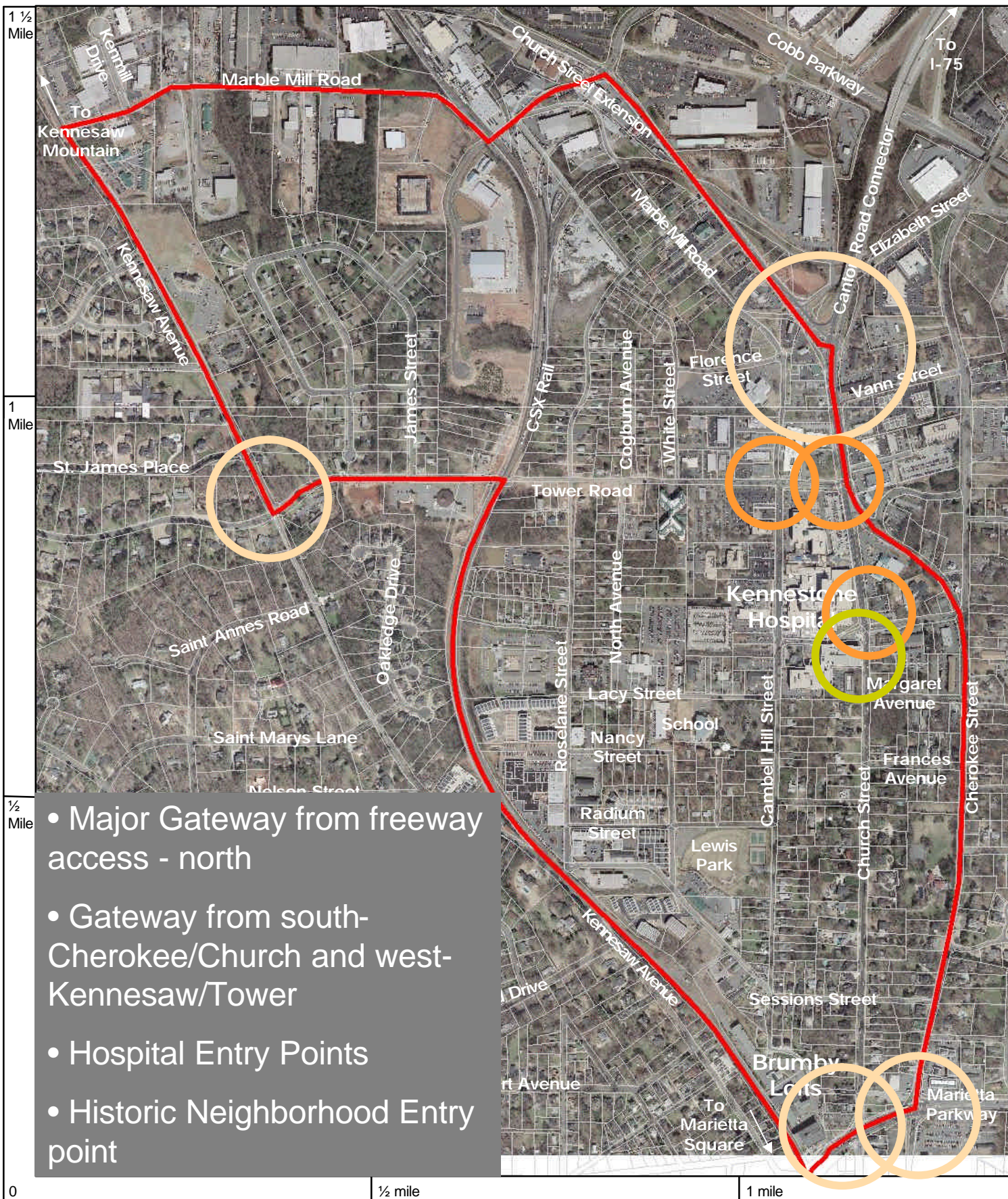
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Scale: 0 1000'





# Kennestone

Land Use and  
Transportation Study

Gateways  
District, Hospital and  
historic districts



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Scale: 0 1000'





# Kennestone

Land Use and  
Transportation Study

Walking Radius -  
1/4 mile and 1/2  
mile radius



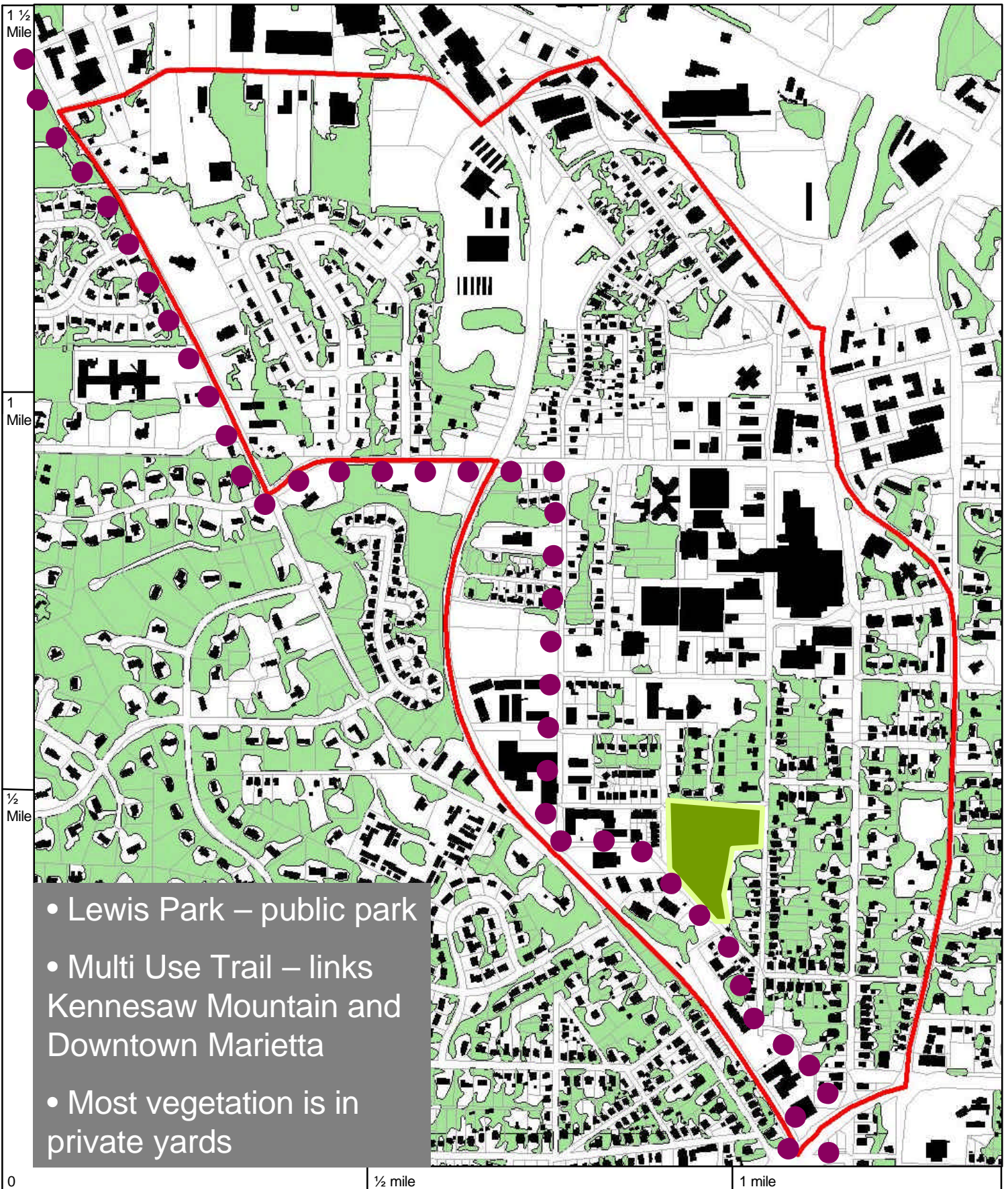
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Scale: 0 1000'





# Kennestone

Land Use and  
Transportation Study

Vegetation – parks  
- trails



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Scale: 0 1000'



1 1/2  
Mile

1  
Mile

1/2  
Mile

0

1/2 mile

1 mile

Key:

- Significant Historic District to south of Kennesaw Hospital

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Land Use and  
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## Historic Register

Buildings shown in cyan are  
registered.  
Building shown in magenta  
qualify, but are not registered.



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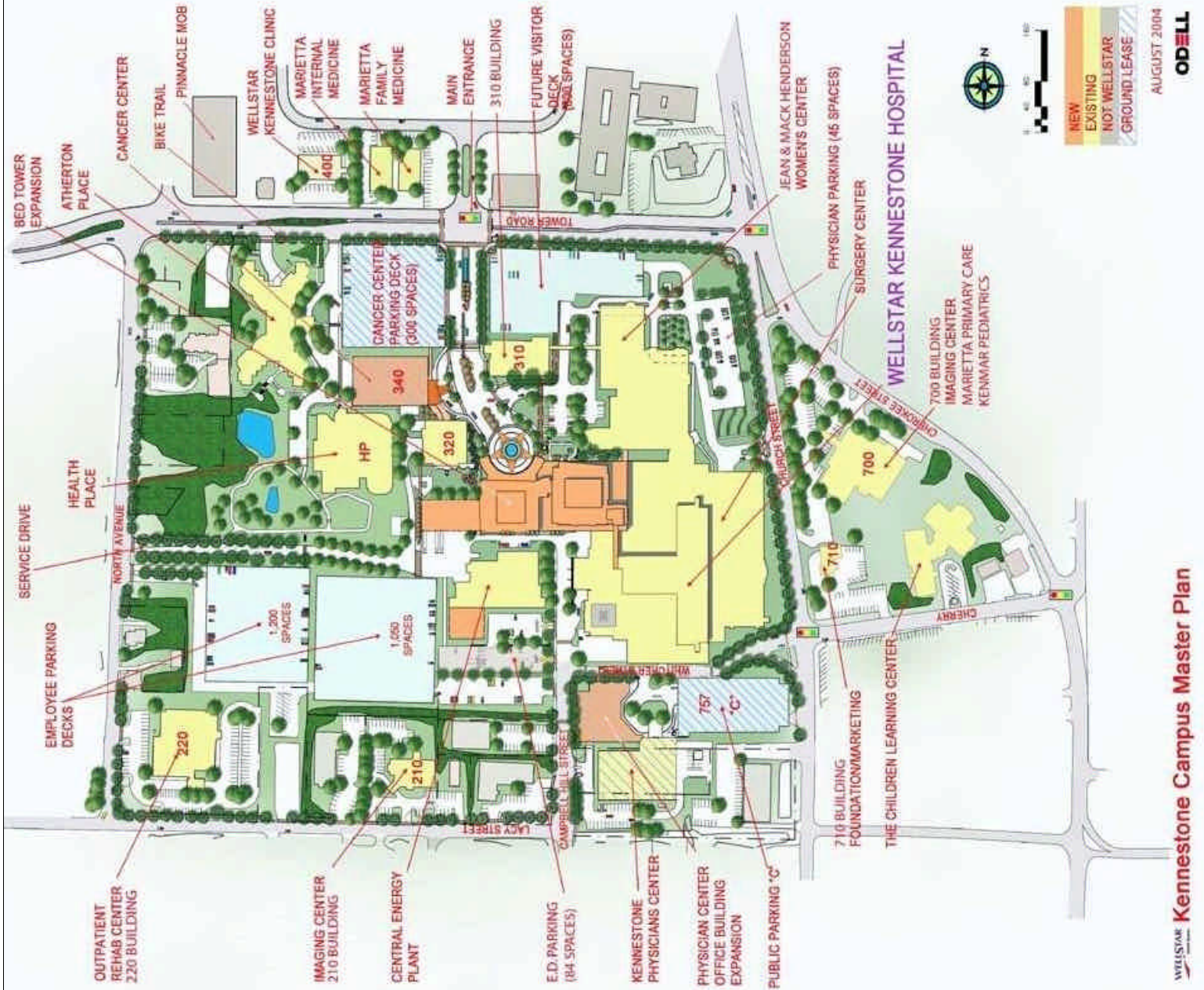
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0 Scale: 1000'



1 1/2  
Mile



Wellstar Kennestone Campus Master Plan

AUGUST 2004  
ODELL

0

1/2 mile

1 mile

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Kennestone Hospital  
Master Plan



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Scale: 0 1000'

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# GOALS



## **Kennestone Land Use and Transportation Study**

- ❖ **PRESERVATION OF HISTORIC/OTHER NEIGHBORHOOD DISTRICTS**
- ❖ **COMPATIBILITY OF LAND USES/ACTIVITIES**
- ❖ **ESTABLISHING A MASTER PLAN THAT CAN GUIDE THE FUTURE GROWTH – INTEGRATE LAND USE AND TRANSPORTATION**
- ❖ **TO CREATE HOUSING CHOICES AND OTHER NEIGHBORHOOD SERVICES**
- ❖ **ENHANCE QUALITY OF LIFE**
- ❖ **TO CREATE A PEDESTRIAN FRIENDLY/SAFE WALKABLE ENVIRONMENT**



# ISSUES & CHALLENGES — LAND USE/URBAN DESIGN



## Kennestone Land Use and Transportation Study

- ❖ ENCROACHMENT OF HISTORIC NEIGHBORHOOD DISTRICTS
- ❖ COMPATIBILITY OF LAND USES/ACTIVITIES
- ❖ ESTABLISHING THE BOUNDARY FOR THE KENNESTONE HOSPITAL CAMPUS AND ALLIED MEDICAL SERVICE USES
- ❖ HOUSING DEVELOPMENT IN BALANCE WITH OFFICE/COMMERCIAL AND HOSPITAL THAT CAN BE COMPATIBLE
- ❖ UTILIZATION OF UNDER UTILIZED AND BLIGHTED HOUSING/PARCELS
- ❖ REDESIGNING OF LEWIS PARK TO PROVIDE FOR A VARIETY OF ACTIVITIES



# ISSUES & CHALLENGES — LAND USE/URBAN DESIGN



## Kennestone Land Use and Transportation Study

- ❖ GREEN SPACE CONNECTIVITY FROM LEWIS PARK TO HOSPITAL AND TO NORTHERN NEIGHBORHOOD and SURROUNDING REGION
- ❖ CREATE A FOCAL POINT FOR THE COMMUNITY
- ❖ CREATE SMOOTH TRAFFIC CIRCULATION AND FLOW MULTI-USE TRAIL
- ❖ EXPLORE POTENTIAL: MIXED USE/HOUSING OPTIONS/AMENITIES-SERVICES – RETAIL/GROCERY/RESTAURANTS AND OTHERS
- ❖ CREATE GATEWAYS AT KEY ENTRANCES
- ❖ COHESIVE CHARACTER THAT TIE THE DIFFERENT USES
- ❖ RELOCATION OF INDUSTRIAL USES



# ISSUES & CHALLENGES – TRANSPORTATION



## Kennestone Land Use and Transportation Study

- ❖ DESIGNATION OF CHURCH/CHEROKEE FROM HWY 5 TO BACK TO CITY STREETS
- ❖ SPEED AND TRAFFIC CONGESTION ON CHURCH, CHEROKEE, TOWER, MARIETTA PKWY, KENNESAW AND CAMPBELL
- ❖ TRAFFIC AT CRITICAL INTERSECTIONS – CHURCH/MARGARET
- ❖ TRAFFIC CALMING – PEDESTRAIN SAFETY
- ❖ SIDEWALK AND PEDESTRIAN ACCESSIBILITY - CROSSINGS
- ❖ ACCESSIBILITY TO FREEWAY
- ❖ TRUCK/INDUSTRIAL TRAFFIC AND AT GRADE RAILROAD CROSSING
- ❖ SIGNAGE AND WAY FINDING
- ❖ TRANSIT – TERMINAL LOCATION FOR GRTA FUTURE PLANS